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# **How To Make Money - Are You Using Videos Yet?**

Have you ever paid attention to the number of businesses who now have websites. It goes without saying that each of these companies have recognized how to make money online. The fact of the matter is that less people are searching through the Yellow Pages, and more people are searching online. The internet is here to stay my friends. This is exactly why it is important that you understand it completely. In particular, this article will discuss how the internet has lead to video marketing.

As you may already know, the population of the plant Earth is approximately six billion. Do you know how many websites are on the Internet? Well, if you guessed somewhere in excess of 100 million, you would be right. How can you compete with this? The good news is that you are not competing against every single website on the web. You need only stay ahead of those who are contending for your market share. You will do this be being a better marketer than anyone in your field.

The following points will show you some of the things that you should be doing to make sure that you separate yourself from your competition.

1. You have heard of YouTube, right? Well, the great thing about YouTube is that it is an extremely popular video sharing portal. So popular, that it would be to your great advantage to use it to promote your business. There are a couple of reasons why I insist that you do this. One, because most of your competitors are not doing it, and two, it gives you the opportunity to let interested individuals know about your product. Also, due to the fact that YouTube has such high credibility in the search engines, it is not uncommon to see your videos rank on the first page of the search results for your targeted key terms.

2. Before making any video, you have to know who you are gearing it towards. In other words, you have to identify your target market, and make a video which addresses their concerns. Individuals in this market are your future customers. Identify a problem which members of this market are experiencing, and show how your product or service solves this problem.

3. Keep in mind when making a video that your viewers will eventually stop watching. The fact is that the attention span of your visitors sitting at their computers watching your video is far shorter than the individual sitting comfortably on the couch watching television. Therefore, your video should be entertaining, get your message across, include a call to action, and be straight to the point.

4. Videos can also be used to inform your potential buyers. Think about the most popular product on the internet. Do you know what it is? It is information. When people conduct a search online, they generally are not looking to make a purchase right then and there. Rather, they are looking for information on a particular topic. For instance, if you sell software which tells people how to make money with article marketing, you can go through an example step by step and show your audience how the product works.

For anyone searching for how to make money, the key is standing out in your niche market. When you stand out, you eliminate the competition. Video marketing is one such method in which you can do this.

A video can always provide some answers when searching for [How To Make Money](#). While you will need more than just videos to [Make Money](#), it is my hope that you can see why they are so valuable. Come and visit [usat SOSComplete.com](#)

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